



NEWS RELEASE

## Boot Barn Holdings, Inc. Announces Participation in the Piper Jaffray Consumer Conference

6/6/2017

IRVINE, Calif.--(BUSINESS WIRE)-- Boot Barn Holdings, Inc. (NYSE:BOOT), announced today that Jim Conroy, President and Chief Executive Officer, will participate in a fireside chat at the 37th Annual Piper Jaffray Consumer Conference in New York, New York on Tuesday, June 13, 2017. The fireside chat is scheduled for approximately 30 minutes starting at 9:05 am Eastern Daylight Time and will be available via webcast.

A live audio webcast of management's participation at the conference may be accessed at <http://investor.bootbarn.com>. Following the completion of the presentation, an online archive will be available for a period of 30 days at the same internet address.

### About Boot Barn

Boot Barn is the nation's leading lifestyle retailer of western and work-related footwear, apparel and accessories for men, women and children. The Company offers its loyal customer base a wide selection of work and lifestyle brands. As of the date of this release, Boot Barn operates 219 stores in 31 states, in addition to an e-commerce channel [www.bootbarn.com](http://www.bootbarn.com). The Company also operates [www.sheplers.com](http://www.sheplers.com), the nation's leading pure play online western and work retailer. Sheplers has been part of the western, outdoor, and work lifestyle for over 100 years. Beginning in February 2017, the Company has operated [www.countryoutfitter.com](http://www.countryoutfitter.com), an e-commerce site selling to customers who live a country lifestyle. For more information, call 888-Boot-Barn or visit [www.bootbarn.com](http://www.bootbarn.com).

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